IN THE CLAIMS

1-156. (Canceled).

157.    (Currently amended) A method for facilitating electronic commerce ~~in an electronic commerce system through a network, said network comprising at least one server computer capable of communicating with a browser system located at a remote client computer,~~ said method comprising:

        receiving a first order <u>by an electronic commerce system via a network, said network comprising at least one server computer capable of communicating with a browser system located at a remote client computer,</u> from said browser system for one or more of a plurality of electronic commerce system products or services corresponding to web files <u>stored on said server</u>;

        generating a first profile, said first profile comprising said first order and specifying a recurrence for said first order; and

        causing said first order to automatically recur one or more times according to said specification.

158.    (Original) The method of Claim 157 wherein said web files are operatively coupled to a web site associated with said electronic commerce system.

159.    (Original) The method of Claim 157 wherein said electronic commerce system comprises a marketing system.

160.    (Original) The method of Claim 157 wherein said electronic commerce system comprises a multi-level marketing system.

161.    (Original) The method of Claim 157, further comprising shipping said first order to a user according to said first profile.

162.    (Previously presented) The method of Claim 157, further comprising registering a user with said electronic commerce system as a member or IBO and wherein said receiving further comprises receiving said first order from said registered user.

163.    (Original) The method of Claim 157, wherein said first profile further specifies a first recurrence interval upon elapse of which said first order is to recur.

164. (Original) The method of Claim 163, wherein said first profile further specifies the regularity of said first recurrence interval.

165. (Previously presented) The method of Claim 163, further comprising:

generating multiple standing orders, the multiple standing orders including the first standing order.

166. (Original) The method of Claim 157, further comprising:

allowing a user to modify said first profile.

167. (Original) The method of Claim 166, wherein said allowing further comprises allowing said user to add one or more of said plurality of electronic commerce system products or services to said first order.

168. (Original) The method of Claim 166, wherein said allowing further comprises allowing said user to remove one or more of said plurality of electronic commerce system products or services from said first order.

169. (Original) The method of Claim 166, wherein said allowing further comprises allowing said user to modify said recurrence.

170. (Previously presented) The method of Claim 157, wherein said receiving further comprises receiving said first order for products or services into a shopping cart and further wherein said generating further comprises generating said first profile from said shopping cart in response to selection of a link associated with the shopping cart.

171. (Original) The method of Claim 157, wherein said first order for products or services may be specified in eaches or bulk.

172. (Original) The method of Claim 157, wherein said first order for products or services may be specified in eaches or cases.

173. (Original) The method of Claim 157, wherein said first order for products or services may be specified in unit quantities or lot quantities.

174. (Original) An electronic commerce system comprising:

at least one server computer capable of communicating with a browser system

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located at a remote client computer over a network;

said at least one server computer comprising:

an order management system operative to receive a first order for one or more of a plurality of electronic commerce system products or services corresponding to web files;

said order management system further operative to generate a first profile comprising said first order and specifying a recurrence for said first order; and

said order management system being responsive to said first profile and causing said first order to automatically recur one or more times according to said specification.

175. (Original) The electronic commerce system of Claim 174 wherein said order management system comprises a mainframe computer.

176. (Original) The electronic commerce system of Claim 174 wherein said web files are operatively coupled to a web site associated with said electronic commerce system.

177. (Original) The electronic commerce system of Claim 174, wherein said order management system is further operative to initiate shipment of said first order to a user according to said first profile.

178. (Original) The electronic commerce system of Claim 174, wherein a user is registered with said electronic commerce system as a member or IBO.

179. (Original) The electronic commerce system of Claim 174, wherein said electronic commerce system comprises a marketing system.

180. (Original) The electronic commerce system of Claim 174, wherein said electronic commerce system comprises a multi-level marketing system.

181. (Original) The electronic commerce system of Claim 174, wherein said first profile further specifies a first recurrence interval upon elapse of which said first order is to recur.

182. (Original) The electronic commerce of Claim 181, wherein said first profile further specifies the regularity of said first recurrence interval.

183.   (Previously presented) The electronic commerce of Claim 181, wherein said order management system is further operative to:

   generating multiple standing orders, the multiple standing orders including the first standing order.

184.   (Original) The electronic commerce system of Claim 174, wherein said order management system is further operative to allow a user to modify said first profile.

185.   (Original) The electronic commerce system of Claim 184, wherein said order management system is further operative to allow said user to add one or more of said plurality of electronic commerce system products or services to said first order.

186.   (Original) The electronic commerce system of Claim 184, wherein said order management system is further operative to allow said user to remove one or more of said plurality of electronic commerce system products or services from said first order.

187.   (Original) The electronic commerce system of Claim 184, wherein said order management system is further operative to allow said user to modify said recurrence.

188.   (Previously presented) The electronic commerce system of Claim 174, wherein said order management system is further operative to receive said first order for products or services into a shopping cart and generate said first profile from said shopping cart in response to selection of a link associated with the shopping cart.

189.   (Previously presented) The electronic commerce system of Claim 174, wherein said first order for products or services may be specified in eaches or bulk.

190.   (Original) The electronic commerce system of Claim 174, wherein said first order for products or services may be specified in eaches or cases.

191.   (Original) The electronic commerce system of Claim 174, wherein said first order for products or services may be specified in unit quantities or lot quantities.

192.   (Previously presented) A method for facilitating electronic commerce through a network, the method comprising:

(a)　　receiving, by at least one server computer coupled with the network, a first order via the network from a browser system located at a remote client computer;

(b)　　establishing an automated order in response to the receiving; and

(c)　　repetitively sending a product or providing a service in response to (b).

193.　(Previously presented) The method of Claim 192 wherein (b) comprises creating a standing order profile.

194.　(Previously presented) The method of Claim 192 further comprising:

wherein the first order comprises an order for one or more of a plurality of products or services corresponding to web files.

195.　(Previously presented) In a method for facilitating electronic ordering of a product or service in response to a user selection through a network, said network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, an improvement comprising:

establishing a standing order in response to the selection of the product or service.

196.　(Original) The improvement of Claim 195 wherein a standing order link is provided in response to the selection of the product or service and the standing order is established in response to selection of the standing order link.

197.　(Previously presented) A method for facilitating electronic commerce in an electronic commerce system through a network, said network comprising at least one server computer capable of communication with a browser system located at a remote client computer, said method comprising:

(a)　　receiving a standing order process selection;

(b)　　providing standing order profile information, the standing order profile information operable to allow a user to set up an automated order system that sends products and/or services to the user at regular intervals, the standing order profile information provided in response to (a); and

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(c)     establishing long-term orders of the products and/or services as a function of the regular intervals.

198.    (Previously presented)     The method of Claim 197 further comprising:

(d)     providing a shopping basket page with a link to the standing order process selection, wherein (a) occurs in response to selection of the link; and

(e)     placing any items in the shopping basket page in the standing order profile information prior to (b); and

(f)     receiving removal information, if any, for removing one or more of the items from the standing order profile.

199.    (Previously presented) The method of Claim 197 further comprising repeating (a), (b) and (c) for multiple standing orders associated with a same user.